

Memorandum to All My Executive Kinship Friends

From Agent 297465etc

Date August 15, 1955

My friends, and I know you are my friends, it grieves me deeply to be forced to impose another long reading chore upon you, but alas here is another one of these reports from the front.

To put it mildly, I am disappointed in the Sports Network progress, and it is getting to the point where we shall have to call it quits. I would offer some encouragement if just one company showed some real interest, but that has not happened. Close to 300 Fact Sheets are in circulation, but there's been no luck on them at all. I was able to get our full page ad in the August 6 issue of Sponsor Magazine. It was an open letter to Merrill Lynch, Penner, Pierce, and Beane and to all other potential sponsors at the same time. As a result of this ad, I got an angry phone call from Sachs & Co. (Merrill Lynch's chief rivals), and that was all. The ad, though, was absolutely free, as we did not have to pay for the art work after all. I have ordered 500 reprints of it at a cost of \$10, and as a last gasp measure, am sending it out to all potential sponsors.

News on other fronts is much more encouraging. The forum is now shaping up as one of the most important things we have ever done. The present guest list stands as follows. The three that I told you about in my last report: James T. Farrell (he said that he would only come if he got his expenses paid, and after consultation with out EM, I guaranteed him that we would pay them), Frank Lloyd Wright (he will be East in September, and we will have to get hold of him then to set up a definite date), and Edward L. Bernays. Since then acceptances have come in from Senator Estes Kefauver and Paul Gregory (the brilliant young producer of Don Juan in Hell, Guine Ruling Court Martial, John Brown's Body, etc). There is also a good chance that Mr. Harry Truman will appear on this series. He wrote me that he would like to participate, but wanted me to check with Dean Acheson about it first. Acheson said that the University is considering inviting Truman and that if he comes, our "invitation will receive the most careful consideration in the making up of his program". In addition to these acceptances, I have received very nice if disappointing refusals from Thomas Dewey, Douglas MacArthur, Brooks Atkinson (who explained that he had to refuse because he had "no talent for public speaking or extemporaneous conversation"), Herbert Hoover, Archibald MacLeish, Justice Hugo Black, Branch Rickey, Reinhold Niebuhr, Walter Lippmann, Henry Cabot Lodge, Bernard Baruch, Walter F. Kerr, Elmer Davis, & Adolf A. Berle, Jr. Robert Sherwood, Tennessee Williams, Arthur Hock, and Thornton Wilder are away, and I received acknowledgements from their secretaries. Many others have not answered as yet.

RECEIVED BY THE SECRETARY OF THE ARMY

WASHINGTON, D. C.

SEPTEMBER 1, 1917

TO THE SECRETARY OF THE ARMY
FROM THE SECRETARY OF THE ARMY
SUBJECT: [Illegible]

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